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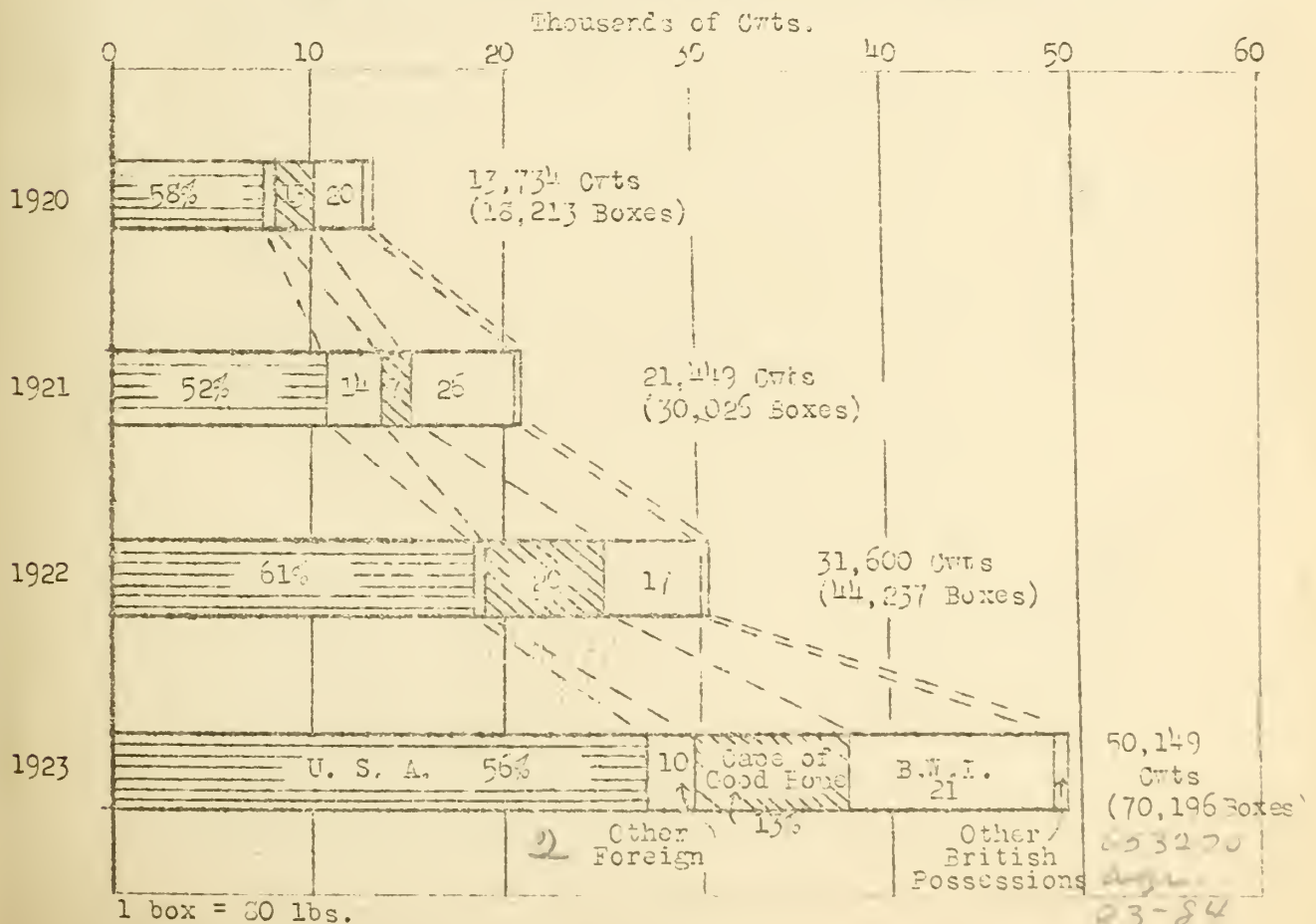
FOREIGN NEWS ON CITRUS FRUIT

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MARKETING GRAPEFRUIT IN GREAT BRITAIN

A rapid increase in the popularity of grapefruit in Great Britain has almost quadrupled the imports of that commodity since 1920, although consumption is still very low from an American viewpoint. According to K. A. N. Egerton, American Consular Clerk at London, in 1920 Great Britain imported 13,213 boxes of grapefruit, and in 1923, 70,196 boxes. Of the former figure 58 per cent originated in the United States, and of the latter, 56 per cent. Over the four years noted, the United States has always supplied over half the imports, with the other half chiefly from the British West Indies, followed by the Cape of Good Hope. The following chart illustrates the total imports and relative percentages contributed by the several sources of supply:

IMPORTS OF GRAPEFRUIT INTO THE UNITED KINGDOM



The British public is much better educated in the matter of grapefruit than it was a year ago. Large importers report that the demand for larger fruit is increasing, and that retailers are giving more attention to the best qualities, irrespective of size. From the American viewpoint this growing discrimination in selecting quality fruit is most important, as American fruit is unquestionably better than that from other sources. Only a year ago the smaller fruit from South Africa, admittedly of inferior flavor and juiciness, sold more readily simply because it was smaller and cheaper.

Considerable advertising is being carried on by British dealers in making known the good qualities of American grapefruit as well as those of fruit and vegetables from all sources. Efforts are being made to suggest economical household uses for grapefruit, such as the serving of smaller portions, for it is still expensive and is regarded as a luxury not to be frequently indulged in. The health-giving qualities are featured also as being particularly desirable in a climate that is generally damp and chilly.

British per capita consumption of all citrus fruit is far below that of the United States, and grapefruit is a small fraction of the total. With an increasing consumption, however, the American product is in a position to take advantage of favorable developments, since it can be placed on the retail markets at prices which are not prohibitive nor out of reason when compared with fruit from other sources.

